



Memorandum

DATE: March 25, 2014

TO: Mayor and Council

FROM: Kristen Krey, Council Services Administrator

SUBJECT: Council Items of Special Interest: Sister Cities

This memo is in follow up to the special interest item Sister Cities. At the October 15, 2013 City Council workshop staff was directed to pursue participation in a sister cities program. Councilmember Sherwood expressed an interest in exploring a sister city relationship with the Canadian cities that play hockey at Jobing.com arena during the City Council Workshop on August 20, 2013.

The direction was to reach out to the Glendale Civic Pride Ambassadors to determine if they have an interest in managing this program. The President of Civic Pride was contacted by staff to discuss this matter however a meeting did not come to fruition. Councilmember Sherwood indicated to staff that he initially met and presented this item to the Glendale Civic Pride. Civic Pride has committed to further discussions and a meeting will take place in early April to discuss further. Staff will report back to council as soon as there is an update.

It is to be noted that there are current city initiatives that support relationships with Canadian travelers and tourism. In the fall the Communications Department participated in a media mission in Vancouver, along with other representatives from Convention and Visitors Bureaus in the Valley. The purpose of the trip was to begin promoting the area and the Phoenix Coyotes to the visitor and hockey market. This goal continues, establishing new relationships with Canadian reporters and building a media database for this region that the city can target on a regular basis. This allows the city to continue outreach to Canadian residents and tourists to consider visiting Glendale, attending a hockey game, and experience all the tourist amenities the city has to offer. The Mayor and Economic Development Director traveled to various Canadian cities in January 2014 to promote both tourism and economic development activities between Glendale and the Canadian cities of Calgary, Edmonton, and Airdrie. Most recently, in March 2014, the city, Westgate and the Coyotes partnered in presenting a "Canadafest" at the jobing.com arena, featuring a concert which was attended by over 2,500 people.